

MiZA Webinar

23rd November - 2 pm CET

**5 ways to take your city's zero
waste journey to the next level -
A conversation with Gabriele Folli**

Gabriele Folli

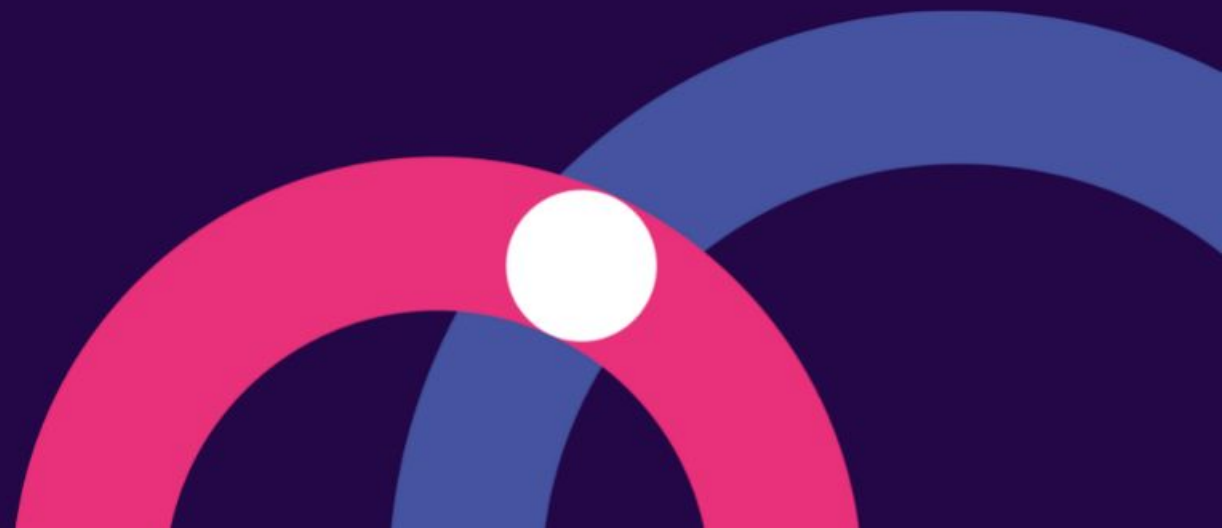


The Moderator



Kaisa Karjalainen

MiZA Coordinator



The Speaker



Gabriele Folli

Deputy Mayor for the Environment and
Mobility in the Municipality of Parma



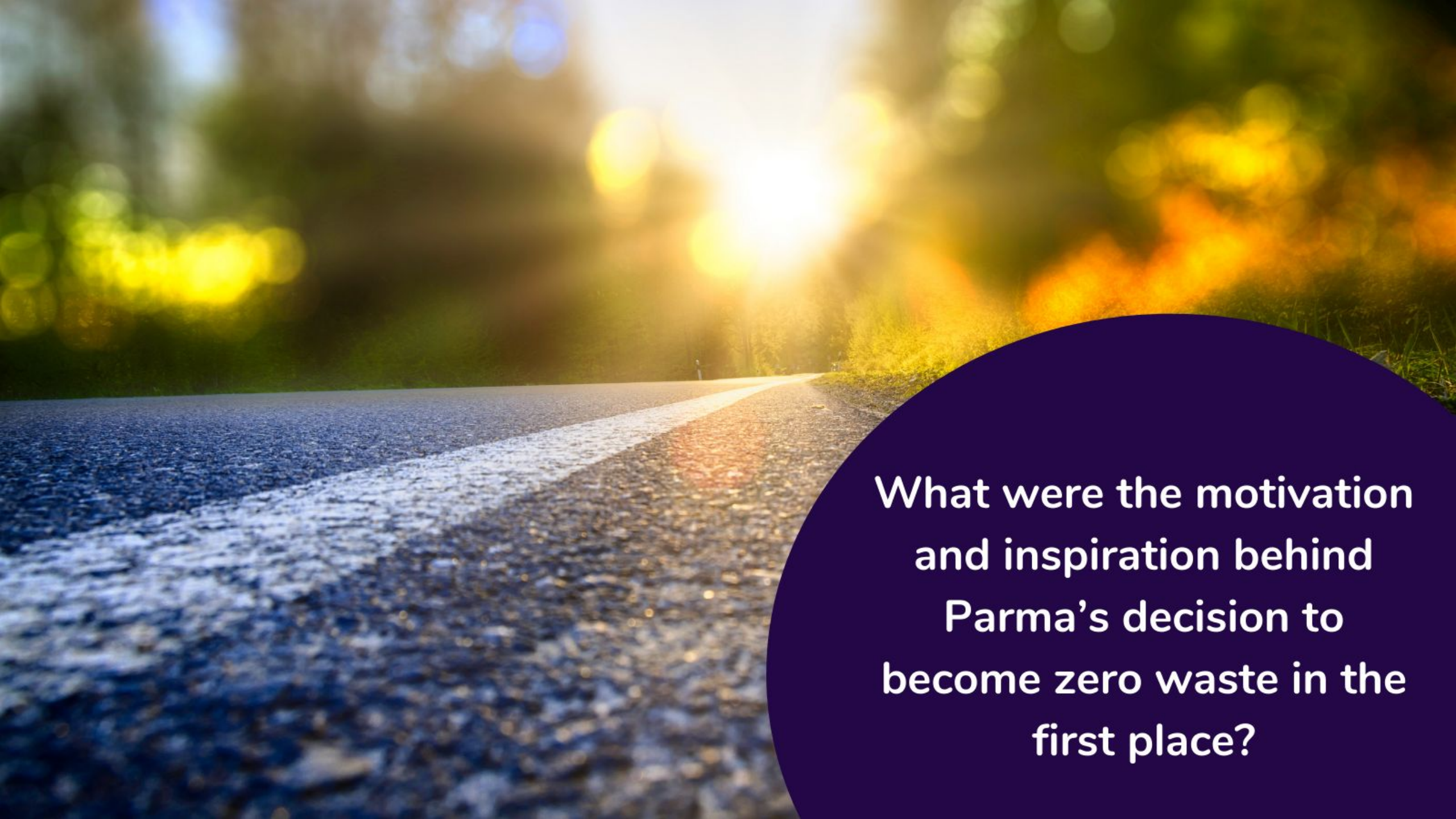
200,000 inhabitants
96,141 families
12,337 businesses
High density in the city
centre

Parma
Emilia-Romagna
Italy

Parma **before**



- **48,5%** separate collection
- Most of the territory served with on road waste containers



**What were the motivation
and inspiration behind
Parma's decision to
become zero waste in the
first place?**

**How did the City
decide which policies
were the biggest
priority to implement
first?**

Policy

written
compa

**What were the most
important first steps to
make?**

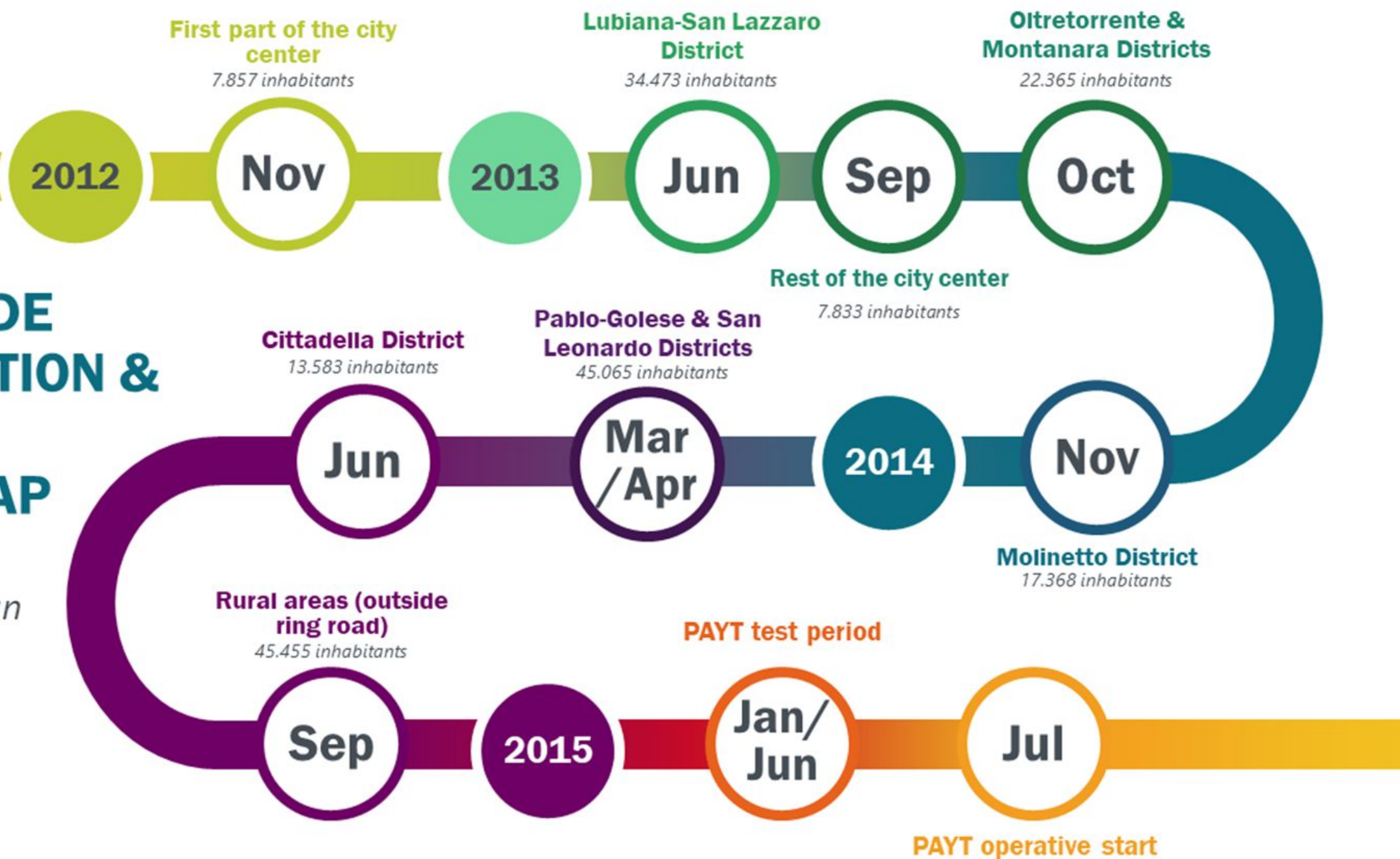
How can other big cities like Parma wishing to become zero waste start their journey? What would you recommend as the most important first things to do?



PARMA KERBSIDE COLLECTION & PAYT ROADMAP

2012-2015

2 ½ Years Plan



2017 KPI: 81% separate collection rate - 106 kg/ inh/year of residual waste - 103 kg/ inh/year of bio-waste



What steps did Parma take
to ensure the local
community was engaged
and supported throughout
this journey?

What lessons and best
practices can be learnt
which other cities can use
in their own contexts?

A background image showing a person's hands writing in a notebook with a blue pen. The notebook is open, and a smartphone is placed on top of it. The person is wearing a dark blue jacket. In the background, other people are seated, some wearing blue shirts, suggesting a group meeting or conference setting.

Stand-up and Awareness Raising Campaigns

1,5-2%

per year

Cost of communication on
the total cost of the
service.

Stand-up and Awareness Raising Campaigns



Accedi al servizio di raccolta del tuo Comune

PARMA

zaro

STRADA ZAROTTO ANTONIO

VIA CANNIZZARO STANISLAO

VIA MARZAROLI CRISTOFORO

VIA SPALLANZANI LAZZARO

VIA ZAMENHOF LUDOVICO LAZZARO



Raccolta rifiuti urbani



Raccolta differenziata



Carta dei Servizi



Opuscoli informativi



What results and impact did the zero waste strategy have in Parma?

How does this compare to other Italian and European cities?

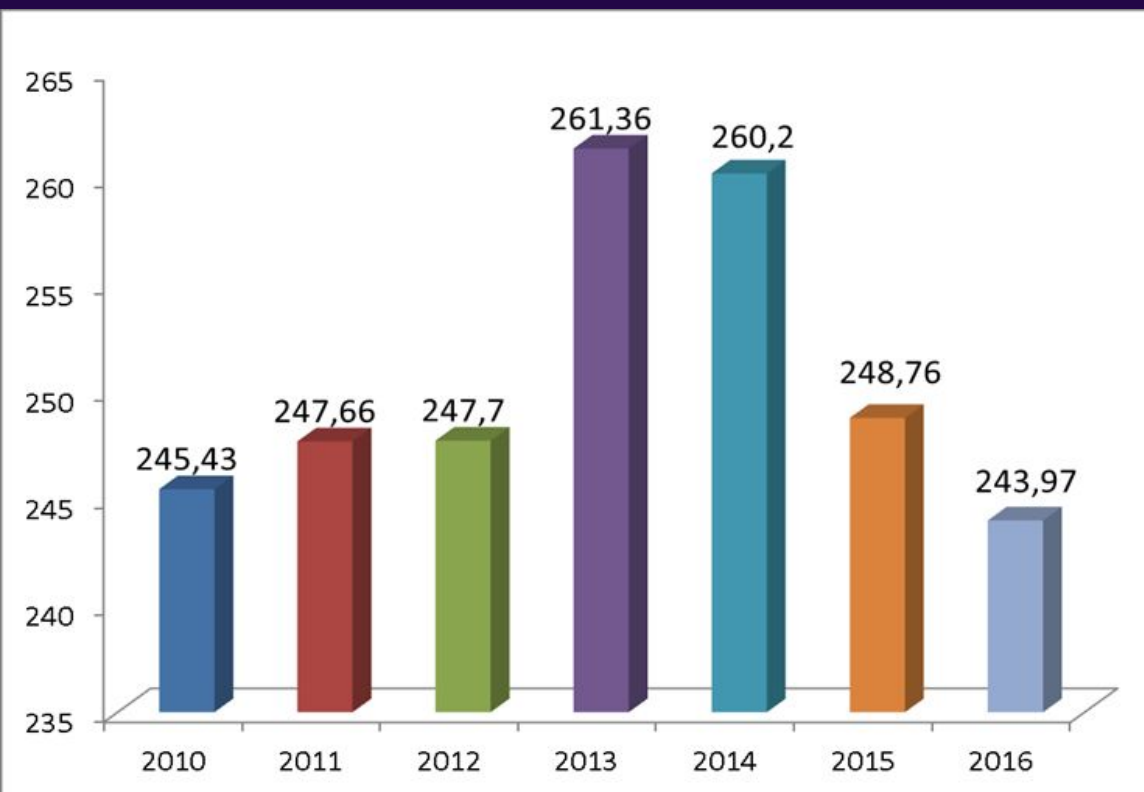




Parma **vs** other cities in the region

Capital cities in Emilia Romagna	Inhabitants	% separate collection	Residual waste (kg/inh/yr)	Bio-waste (kg/inh/yr)	Total urban waste (kg/inh/yr)
Parma	194.934	81%	105,92	102,52	552,11
Reggio Emilia	172.139	67%	221,00	52,41	660,11
Cesena	97.234	64%	250,56	80,50	691,96
Ferrara	132.921	63%	250,94	54,78	683,45
Modena	185.268	62%	259,43	35,55	691,46
Rimini	150.007	64%	260,62	129,39	733,76
Forli	118.263	62%	272,20	49,24	716,82
Bologna	389.261	48%	296,01	54,90	571,82
Piacenza	103.262	57%	317,10	45,30	745,67
Ravenna	159.522	56%	337,98	37,30	771,90

Comparing the **waste bill** between capital cities in Emilia-Romagna



Waste bill evolution during PAYT application in Parma

CITY	TARI 2017	TARI 2016	Diff % 2017/2016
Ravenna	€ 242	€ 239	1,30%
Parma *	€ 244	€ 244	0,00%
Cesena	€ 276	€ 263	4,90%
Piacenza	€ 276	€ 276	0,00%
Rimini	€ 279	€ 277	0,70%
Forlì	€ 284	€ 279	1,80%
Bologna	€ 286	€ 286	0,00%
Modena	€ 293	€ 288	1,70%
Reggio E.	€ 303	€ 295	2,70%
Ferrara	€ 325	€ 325	0,00%

**What waste
prevention activities
were undertaken in
Parma?**

**Which were
successful and which
were not? Why was
this the case?**





Public **water** dispensers

- 5 public water dispensers
- More than **40.000 liters/month** supplied





Public water in **school canteens**

Elimination of plastic
bottles in school canteens
(93 schools; more than
15.500 children involved)



Waste as a resource

Eco-vendors



Installation of 5
eco-vending machines
that accept packaging
waste such as plastic
bottles, metal cans, etc
and issue a bonus
discount.




What are the most
important **5 actions** a
city can take to make
significant steps
towards becoming zero
waste?



**What role have local
authorities played in
this success?**



**Can you share
good examples of
local-national
collaboration?**



What is your
proudest moment /
achievement
through all this?

Do you have any
regrets at all
during your time
as Deputy Mayor?



**What are Parma's
plans for the future?**

Questions?

#AskMiZA

Thank you

Mission Zero Academy

hello@missionzeroacademy.eu

www.missionzeroacademy.eu

